

Message Text

UNCLASSIFIED

PAGE 01 TEHRAN 05701 01 OF 02 281159Z
ACTION NEA-10

INFO OCT-01 ISO-00 EB-07 /018 W
-----109869 281340Z /42
R 280625Z JUN 77
FM AMEMBASSY TEHRAN
TO USDOC WASHDC
INFO SECSTATE WASHDC 3280

UNCLAS SECTION 1 OF 2 TEHRAN 5701

E.O.11652: N/A
TAGS: BEXP, IR
SUBJ: MARKET RESEARCH AND ONGOING USTC PROGRAM

REF: (A) TEHRAN 5242, (B)DOC 10481

1. POST ANXIOUS ASSIST CAGNE BY FACILITATING ONGOING PROCURE-
MENT EFFORTS FOR USTC EXHIBITIONS INsofar AS POSSIBLE. AS
MENTIONED REFTEL A. POST MRO HAS PROPOSED ORGANIZING WORK
SCHEDULE TO RELATE DIRECTLY TO SCHEDULE UPCOMING USTC SHOWS.
MAIN THRUST OF EFFORT SHOULD BE TIMELY REVIEW, UPDATING AND
EXPANSION EXISTING RESEARCH WITH MAJOR EMPHASIS ON IDENTIFI-
CATION EQUIPMENT, PRODUCTS AND SERVICES WITH HIGHEST EXPORT
POTENTIAL. RESULTING RESEARCH PRODUCT COULD THUS BE OF
MORE UTILITY HERE IN PLANNING PROMOTION CAMPAIGN AND IN
WASHINGTON IN TARGETING PROCUREMENT EFFORT ON SPECIFIC MANU-
FACTURERS. WHILE NO RADICAL DEPARTURES FROM MRO STANDARD
RESEARCH SPECIFICATIONS ARE PLANNED, MRO WILL ATTEMPT
PROVIDE MORE DETAIL IN THESE AREAS THAN HERETOFORE AND
RELATE FINDINGS WITH COMMENTS ON REALITIES OF ABSORPTIVE
LIMITS OF SECTOR OR SUB-SECTOR IN QUESTION. CAGNE COULD
CONSEQUENTLY RELY LESS HEAVILY ON RETURN CARDS FROM GENERAL
MAILINGS IN EFFORT FILL SHOWS FOR USTC TEHRAN.

2. PROPOSED WORK SCHEDULE AND THEMES FOR SAME FOLLOW:

A) PACKAGING EQUIPMENT: EXHIBITION SCHEDULED FOR MARCH 1978;
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WORK PERIOD JULY 1 THROUGH AUGUST 31, 1977; REQUIRES
ESSENTIALLY NEW RESEARCH (NOTE: ONE USTC EXHIBITION
FALLS WITHIN THIS WORK PERIOD).

B) WAREHOUSING, PLANT ENGINEERING AND MAINTENANCE EQUIPMENT:
EXHIBITION SCHEDULED FOR JUNE 1978; WORK PERIOD SEPTEM-
BER 1 THROUGH OCTOBER 15, 1977; WHILE THEME NEW, MUCH
EXISTING RESEARCH IS RELEVANT AND CAN BE EXPANDED.

C) AGRICULTURAL EQUIPMENT: EXHIBITION PROPOSED FOR JULY, 1978; WORK PERIOD OCTOBER 16 THROUGH NOVEMBER 30, 1977; THEME ALSO NEW FOR USTC PROMOTION, BUT SOME RESEARCH EXISTS (NOTE: ONE USTC EXHIBITION FALLS WITHIN WORK PERIOD).

D) AVIATION, AVIONICS AND AIRPORT EQUIPMENT: EXHIBITION PROPOSED FOR OCTOBER, 1978; WORK PERIOD DECEMBER 1, 1977 THROUGH JANUARY 31, 1978; REQUIRES EXPANSION EXISTING RESEARCH (NOTE: ONE USTC EXHIBITION FALLS WITHIN WORK PERIOD).

E) MEDICAL EQUIPMENT: EXHIBITION PROPOSED AS OFFSITE AT "IRANMED" IIFEC SPECIALIZED SHOW NOVEMBER 1978; WORK

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ACTION NEA-10

INFO OCT-01 ISO-00 EB-07 /018 W
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PERIOD FEBRUAR 1-28, 1978; EXISTING RESEARCH
GOOD, MAY REQUIRE UPDATING.

F) FOOD PROCESSING EQUIPMENT: PROPOSED FOR JANUARY, 1979; WORK PERIOD MARCH 1 THROUGH APRIL 30; EXISTING RESEARCH WILL NEED UPDATING (NOTE: ONE USTC EXHIBITION AND NOW-RUZ HOLIDAYS FALL WITHIN WORK PERIOD).

G) "AMERICAN HOME" EXHIBITION: PROPOSED FOR FEBRUARY/MARCH 1979; WORK PERIOD APRIL 30 THROUGH JUNE 15, 1978; UPDATE AND EXPAND EXISTING RESEARCH (NOTE : USTC EXHIBITION FALLS WITHIN WORK PERIOD).

H) ELECTRIC POWER/ENERGY SYSTEMS: EXHIBITION SCHEDULED FOR APRIL/MAY, 1979; WORK PERIOD JUNE 16 THROUGH JULY 30, 1978; UPDATE EXHISTING RESEARCH (NOTE: ONE USTC EXHIBITION FALLS WITHIN WORK PERIOD).

I) MRO VACATION: AUGUST 1 THROUGH 21.

J) CONSTRUCTION, MINING AND MATERIALS HANDLING EQUIPMENT: EXHIBITION PROPOSED AS OFFSITE AT "CONSTRUCTION 79" IIFEC SPECIALIZED FAIR, MAY/JUNE, 1979; WORK PERIOD AUGUST 22 THROUGH SEPTEMBER 30, 1978; UPDATE AND EXPAND EXISTING RESEARCH.

K) COMPUTERS/BUSINESS EQUIPMENT: EXHIBITION PROPOSED FOR SEPTEMBER, 1979; WORK PERIOD OCTOBER 1 THROUGH NOVEMBER 15, 1978; UPDATE EXISTING RESEARCH (,953: ONE USTC EXHIBITION FALLS WITHIN WORK PERIOD).

3. ACTION REQUESTED: POST WOULD APPRECIATE CAGNE'S UNCLASSIFIED

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REACTION TO MRO'S GENERAL PROPOSAL PARA. 1. AND, IF FAVORABLE, CONCURRENCE WITH SCHEDULE OUTLINED PARA 2. SULLIVAN

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
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Current Classification: UNCLASSIFIED
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Decaption Note:
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Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
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Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
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Executive Order: N/A
Errors: N/A
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